

VACANCY

Job title : Digital Brand Manager
Location: Camberley/Southampton
Closing date : 28 August 2020

Job Summary

This individual will be responsible for executing the Group's digital marketing strategy, developing, implementing, tracking, and optimizing the digital campaigns to ensure digital exposure. This individual will be the Group's expert of current digital marketing tools and have good knowledge of how to use each in the optimal way to achieve pre-defined success measures

Main duties and responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Maintain and manage website content, and modify landing pages in accordance with pre-defined strategies
- Design, build and maintain social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimise spend and performance based on these insights
- Brainstorm new and creative digital growth strategies
- Plan, execute and measure experiments and conversion tests
- Collaborate with customer facing teams to optimise use experience
- Build sales conversion mechanisms into existing and ongoing digital strategies
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies and ensure the Group is proactively engaged in these digital systems to maintain exposure to target audience

Qualifications and experience required

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

Other requirements

- UK Driving License

Please ensure that you notify your current manager that you are applying for an Internal position.

Hours of Work	37.5 hours per week
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For further information or to apply for this vacancy please e-mail Kay Campbell, HR kay.campbell@novacyt.com